

UWW Equity Webinar Series: Leveraging Community Engagement and Mobilization to Advance Equity

Wednesday, March, 10 2020

Poll - Who's joining us today?

Housekeeping

- Transitioned to Zoom platform
- Q & A function:
 - Questions for presenters
- Chat function:
 - Reflection on content
 - Sharing resources for other participants
 - Technical questions

Webinar Objectives

- Learn about strategies for leveraging community engagement and mobilization to advance equity
- Hear from United Way of New York City and the United Way of Central Maryland about implementing some of these strategies
- Highlight United Way's Equity Framework as a resource for United Ways to use to strengthen equity efforts

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED®

Today's Speakers



Myeta Moon
Director, Health
United Way Worldwide



Lemuria Alawode-EI
Director, Education Policy
United Way of New York
City



Sandy Monck
Chief Impact Officer
United Way of Central
Maryland

Equity Framework Preview

**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED®

Over the next 10 years, we will engage 10 million people in the U.S. in 1,000 communities to achieve these goals

ELEVATE



Change lives, build stronger communities and mobilize resources

Position United Way as a thought leader and go-to partner for innovative solutions

GLOBAL RESULTS FRAMEWORK

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED®



STRENGTHENING OUR EQUITY MUSCLE TO ACCELERATE IMPACT
THE UNITED WAY EQUITY FRAMEWORK



Equity Framework - Contents

- **Introduction**
- **Shared Definition & Vision of Equity**
- **Equity Levers**
 - Data
 - Community Mobilization & Engagement
 - Communications & Awareness Building
 - Policy & Advocacy
 - Fundraising, Resource Allocation & Grantmaking
 - Local Capacity Building
- **Appendices - Tools and Resources**
 - Organizational Assessment
 - Discussion Guide
 - Tools and Resources
 - Glossary



United Way Equity Definition & Vision

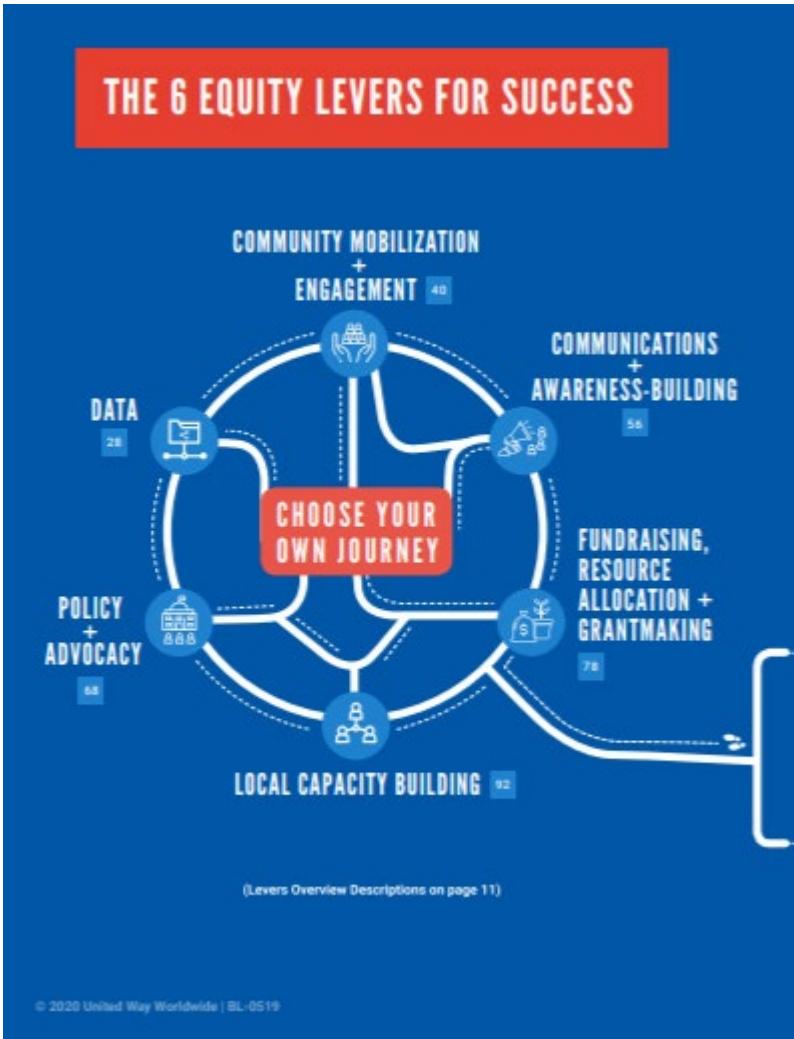
United Way's Equity Definition: “Equity is the intentional inclusion of everyone in society. Equity is achieved when systemic, institutional, and historical barriers based on race, gender, sexual orientation, and other identities are dismantled and no longer predict socioeconomic, education and health outcomes.”

United Way's Vision for Equity: “We recognize structural racism and other forms of oppression have contributed to persistent disparities which United Way seeks to dismantle. Our United Way network strives to engage community members, especially those whose voices have traditionally been marginalized. We identify leaders in communities and work with residents and public and private partners to co-create solutions that ensure everyone has the resources, supports, opportunities and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy) to create more equitable communities.”

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED®

6 Equity Levers



- Data
- **Community Mobilization & Engagement**
- Communications & Awareness Building
- Policy & Advocacy
- Fundraising, Resource Allocation & Grantmaking
- Local Capacity Building

Each Lever Includes...

- Rationale – why important?
- Mini-assessment
- Critical Success Lever (Modern UW)
- Suggested & Accelerated Strategies
- Examples
- Sample Activities
- Measures of Success
- Action Steps
- Featured Resource



Use to advance your United Way's Equity Work



- Take Stock
- Identify Potential Strategies and Activities
- Take Action
- Track Progress

Equity Lever—Community Engagement and Mobilization

- Critical United Way value add—leverages convener role in community
 - Ensures that UW's equity agenda aligns with current community priorities and efforts
 - Used to organize individuals for collective action
 - Recognizing the existing leadership and capacity within the community
 - Incorporate **all** voices in community—leading to inclusive decision making
 - Allows opportunities to genuinely listen to community members' stories, experiences, ideas, and observations

Strategies—Community Engagement and Mobilization

- Assess your United Way's history of meaningful community engagement.
- Focus on building trust by cultivating authentic relationships
- Map and engage key community-based organizations, institutions, and leaders to enhance your outreach.
- Create diverse opportunities for people
- Act as a convener by cultivating cross cultural connections, networks, and partnerships
- Model equitable convening practices
- Partner with trusted community leaders
- Focus community engagement efforts on driving meaningful long-term change

Poll 1

Our United Way partners with grassroots community leaders, affinity groups, and other community-based organizations with local credibility and strong ties to the community in our efforts to connect with and engage residents



Community Engagement and Mobilization Webinar

S. Lemuria Alawode-EI, Vice President StrengthenNYC
United Way of New York City

March 10, 2021

**United
Way**



**United Way
of New York City**

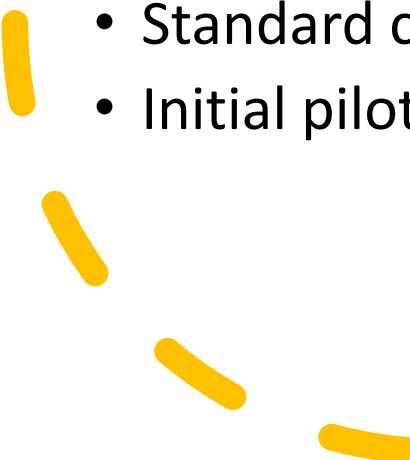
UWNYC's Campaign for Equity

- Will help close systemic disparities by catalyzing partnerships to drive resources, build capacity, promote advocacy and create an innovation hub for diverse stakeholders to maximize impact.
- Focus areas of the campaign for equity are:
 - access to healthcare
 - quality education
 - economic mobility
 - criminal justice reform

The DFA Choose Healthy LifeTM Standard

The *DFA Choose Healthy Life Standard* – A Sustainable, Scalable and Transferable Approach to Public Health

- Centered around a network of Black Churches – the most trusted institutions in the community
- Collaborated with local community-based organizations with a vested interest in providing support to underserved communities
- Standard can be applied to other health disparities
- Initial pilot program in five (5) major U.S. Cities



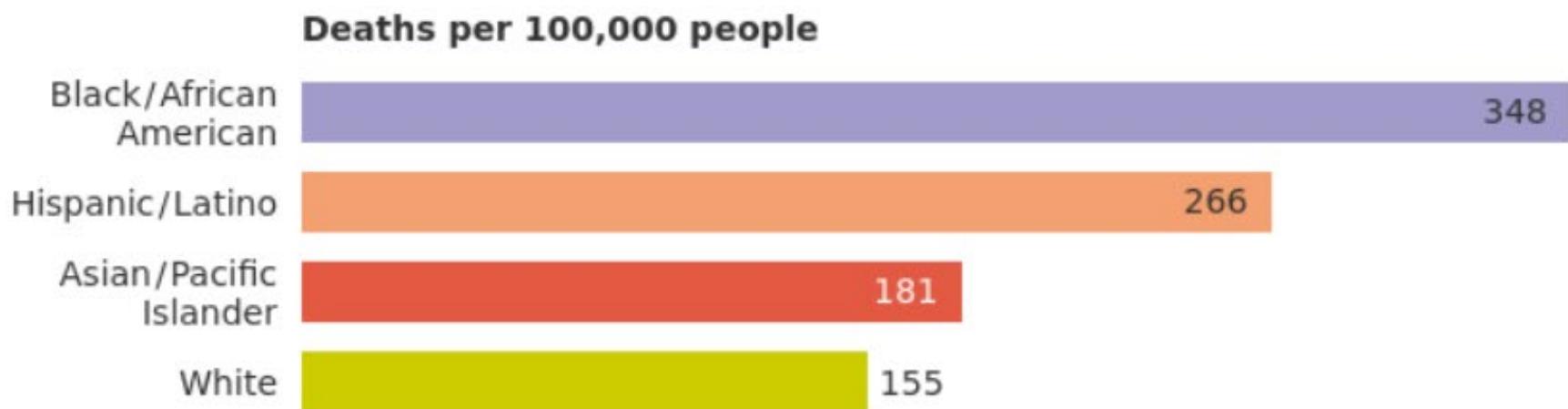
Since January 2020, COVID-19 has spread throughout the United States, and has devastated the Black community

- Black Americans represent 13.4% of the US population (or approximately 42M)
- Geographic areas with higher Black populations account for more than half of all COVID-19 cases, and almost 60% of deaths¹
- The racial wound at the center of the [coronavirus pandemic](#) in the US continues to fester, with latest data showing that African Americans have died from the disease at almost three times the rate of white people.



¹ AmfAR Study Shows Disproportionate Impact of COVID-19 on Black Americans. AmfAR, AmfAR, The Foundation for AIDS Research, 5 May 2020, www.amfar.org/amfAR-Study-Shows-Disproportionate-Impact-of-COVID-19-on-Black-Americans/.

In **New York**, through March 3, 2021, Black/African American people were most likely to have died from COVID-19.



Choose Healthy Life

- The COVID crisis has exposed many inequities of a broken system, disproportionately impacting low-income communities of color across the country. As the pandemic has spread throughout the country, communities of color have been infected and dying at significantly higher rates than their white counterparts.
- a long history of disinvestment in communities of color has led to limited affordable and quality housing and inadequate infrastructure, including a lack of healthy food outlets and few healthcare facilities.
- Many recovery programs left out the people who needed help the most - in the form of health insurance, unemployment insurance, small business loans, and other survival resources

Reshaping the Future of Health in Black America

We intend to achieve the following key goals:

- **Awareness and Education** – raise awareness and educate the Black community on COVID-19 and other health disparities
- **Testing and vaccine** – proactively engage the community in a COVID-19 testing campaign to reduce the spread of the virus and increase vaccine confidence and availability targeting uninsured and underserved people
- **Infrastructure** – establish in our churches an infrastructure of trusted health navigators to support their respective communities working in tandem with United Way
- **Scale** – establish a sustainable model that can expand to address a multitude of health disparities and be replicated in other communities
- **Advocacy** – develop a coordinated federal and local advocacy plan

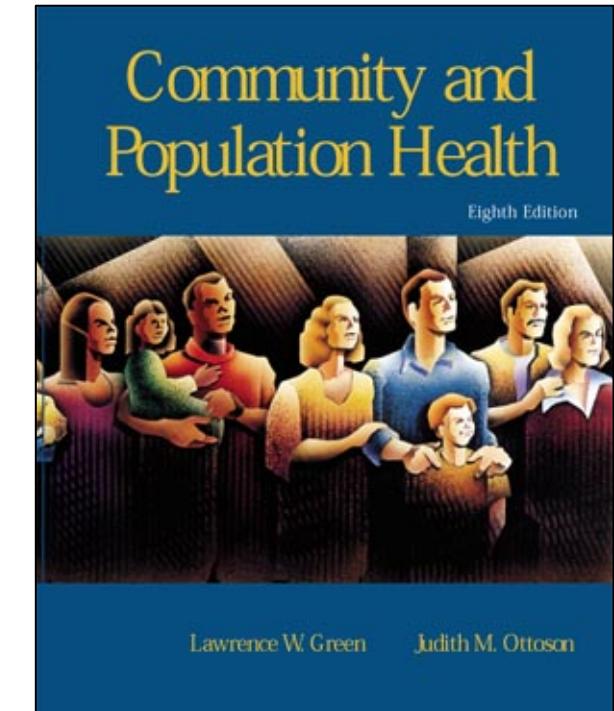
The Path Forward: Choose Healthy Life

- As we build our way back to a just recovery, it is essential that we zero in on Black and Latinx neighborhoods that have been hit hard by COVID
- In those places, we must provide culturally-competent information and resources, leverage local knowledge for effective outreach and strategic interventions, and strengthen existing neighborhood networks in order to respond in the immediate term to control the virus, in the medium term to get people back on their feet, and in the long-term to ensure resilient, healthy neighborhoods prepared to withstand the next crisis.
- The Choose Healthy Life standard can be applied to other health disparities impacting communities of color

COVID-19: Leverage Proven Strategies **Build upon the successful public health approach in the Black Community to address the HIV/AIDS Epidemic**

The basic tenets for interventions in communities in crisis⁵ are as follows:

- Ensure the initiative is owned and trusted
- Use of specific influencers can mitigate prohibitive conspiracy theories
- The community invests in the program's success, and they can see a positive long-term outcome to continue the actions and behaviors necessary



⁵Community and Population Health. Green, Lawrence W., and Judith M. Ottoson. WCB/McGraw-Hill, 1999.

Build Trust

- Centered around a network of Black Churches – the most trusted institutions in the community
- Collaborated with local United Ways and community-based organizations with a vested interest in providing support to underserved communities
- The Black church is the oldest and most trusted institution in the Black community – has the power to influence and drive change
- Serves as the proving ground to incubate local community organizations to educate and deliver health support services

National Black Clergy Leadership Health Council

National Co-Chairs



Rev. Al Sharpton
National Action Network



Rev. Calvin O. Butts, III
Abyssinian Baptist Church

New York City



Rev. Jacques DeGraff
Canaan Baptist Church

Detroit



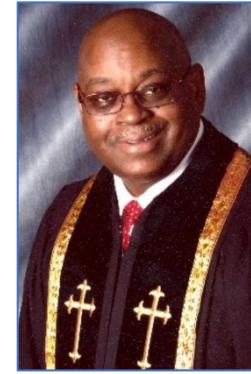
Rev. Horace Sheffield
New Destiny Christian Fellowship

Atlanta



Rev. Raphael Warnock
Ebenezer Baptist Church

Washington DC



Rev. Frank D. Tucker
First Baptist Church

Newark NJ



Rev. David Jefferson
Metropolitan Baptist Church

National Kickoff Meeting – held on January 18th 2021

- Attended by over 200 national clergy leaders, including 50 CHL clergy leaders
- Presenters included Dr. Anthony Fauci and Dr. Marcella Nunez-Smith

Build Capacity

Creating a new workforce in partnership with the Black Church and LUW's

- Hired 50 Black Church Public Health Navigators (BCPHN)
 - Trained and certified on COVID-19 precautions and testing protocols
 - Engaged in weekly training on technical public health practices related to Covid-19, planning and implementation best practices and outreach strategies
 - Conduct outreach to church ministries and community partners to raise awareness
- Hired Black Church Public Health Navigator Supervisors (HNS)
 - LUW staff member
 - Supervise the BCPHN outreach, engagement and implementation activities
 - Educate and train local BCPHN on standard public health protocols
 - Deliver bi-weekly updates to Black Clergy Leadership Council
 - 1 FTE per 10 church clusters

Map and Engage Stakeholders

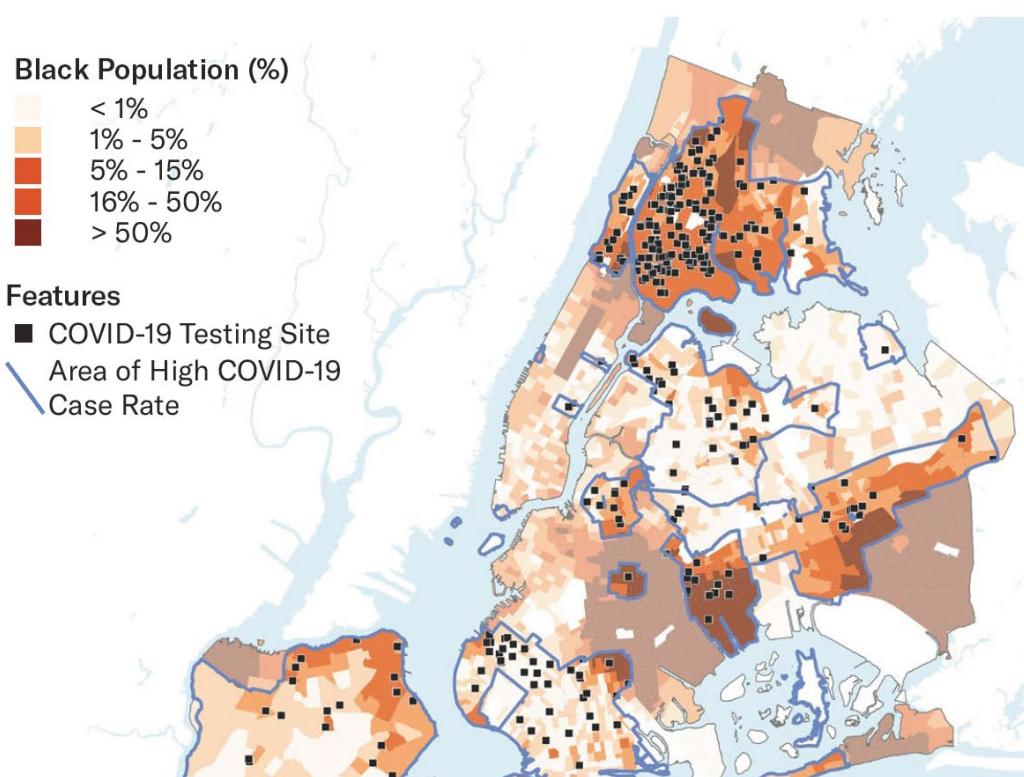
- Developed a series of community asset maps to understand the current landscape
- Identified community stakeholders to engage for education & awareness of Covid-19 testing, local isolation guidelines and best practices
- Identify local “hot spots” with high positivity rates

New York City

HESTER ST

Focus Neighborhoods*

Belmont, Parkchester, Pelham Parkway, Van Nest, Westchester Square, Claremont, Mount Hope, Tremont, Charlotte Gardens, Concourse, Hunts Point, Castle Hill, Clason Point, Soundview, Cypress Hills, East New York, Hollis, Briarwood, Jamaica, Hillcrest, Jamaica Hills, Mott Haven, Port Morris



Total Population

8,443,743

COVID-19 Statistics (as of 12/2/2020)

Average Case Rate

3,393 per 100,000 people

Average Death Rate

220 per 100,000 people

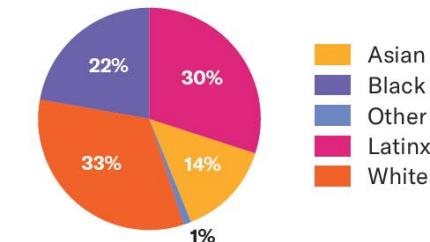
Average % Positive

8.4%

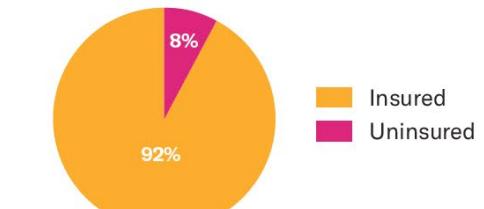
Total Tests

3,319,235

Race and Ethnicity



Health Insurance



Rent Burden



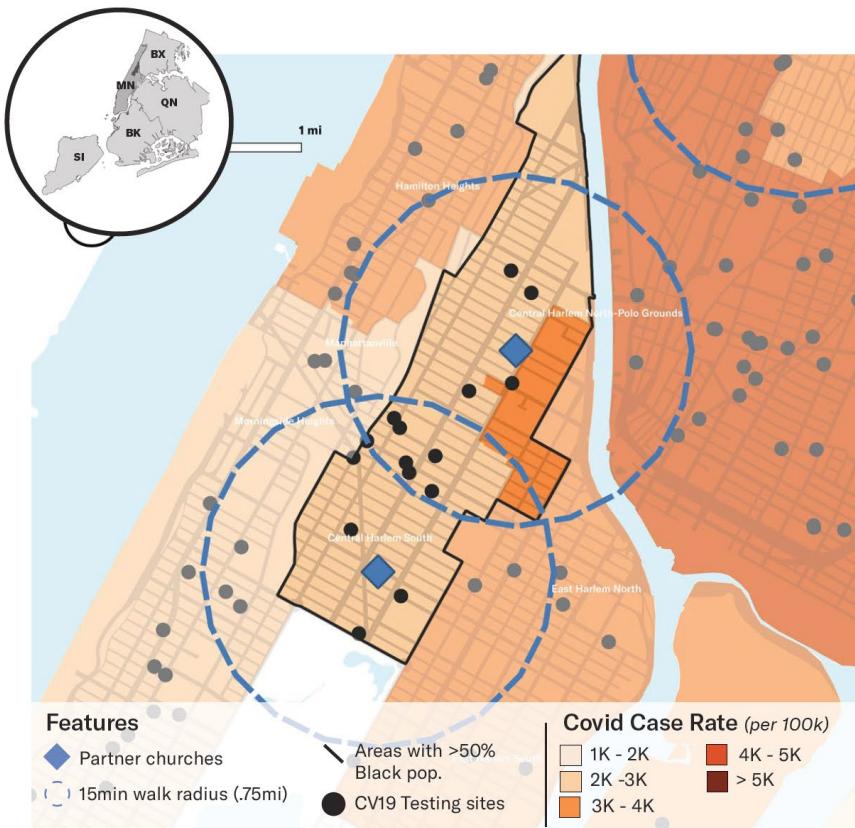
Not Rent Burdened
Standard Rent Burden

New York - Manhattan

HESTER ST

Focus Neighborhoods*

Central Harlem (South), Central Harlem (North)



Total Population

506,462

COVID-19 Statistics (as of 12/2/2020)

Average Case Rate

3,003 per 100,000 people

Average Death Rate

246 per 100,000 people

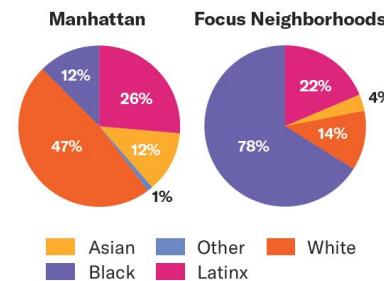
Average % Positive

7.2%

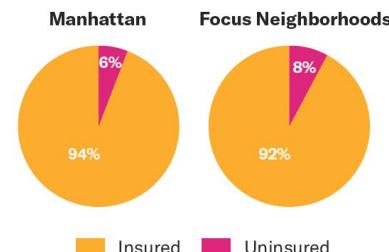
Total Tests

215,973

Race and Ethnicity



Health Insurance



Rent Burden



*Focus neighborhoods are predominantly Black communities with COVID-19 case rates significantly higher than the national average.

Neighborhoods with the highest rates of positive COVID-19 cases also have some of the highest numbers of service workers, rent-burdened households, and people of color.



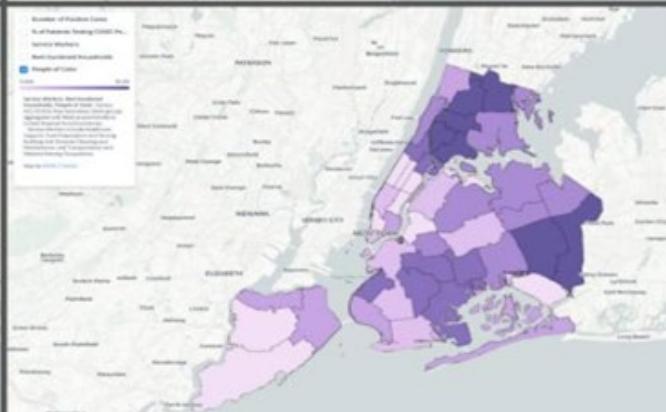
Number of Positive Cases



Service Workers



Rent-Burdened Households



People of Color

Community Solution Action Plan – CBO approach

- Identify the community-based organization in focus neighborhoods
- Develop appropriate engagement tactics (population-based and program-based)
- Robust outreach
- Consistent follow-up

Brooklyn Council District 41 Community Assets

List contains organizations that are in multiple categories

*Organization provides services or programming to youth between the ages of 16-24.

Educational Assets

HEAD START AND EARLY HEAD START

- Yaled v'Yalda Early Childhood Center, Inc.
- SCO Family of Services
- Good Start Settlement, Inc.
- Bedford Stuyvesant Early Childhood Development Center,
- Hospital Social Care Head Start
- Brooklyn Kindergarten Society
- Project Social Care Head Start, Inc.
- Brooklyn Kindergarten Society
- Inner Force Tots
- Friends of Crown Heights Educational Centers
- Brooklyn Kindergarten Society
- SCO Family of Services
- St. Mark's U.M.C. Head Start Center

UNIVERSAL PRE-K

- Traditional DCC
- P.S. 398 Walter Weaver
- P.S. 770 New American Academy
- P.S. 006 Dr. Ronald McNair
- P.S. 178 St. Clair McKelway
- P.S. 284 George W. Carver
- Bnos Menachem Inc
- P.S. 309 The George E Wibecan Preparatory Academy
- Bedford Stuyvesant ECDC 133
- P.S. / I.S. 137 Rachel Jean Mitchell
- All My Children Day Care Site 16
- Brevort Children's Center
- Shirley Chisholm DCC Site 1
- Shirley Chisholm CCC Site 4 Somers
- Bnos Menachem Inc
- Magic Kingdom LLC
- P.S. 327 Dr. Rose B English
- P.S. 235 Janice Marie Knight
- Ms. Taylor's House Pre-School
- Bedford Stuyvesant ECDC 265
- Shirley Chisholm DCC Site 5 Advent Center
- Effie Bs ECDC Corp.
- SCO Family Of Services

- Saratoga II - Shirley Chisholm Center
- Dr. Jacqueline Peek - Davis School
- P.S. 268 Emma Lazarus
- Community Parents, Inc.
- P.S. 284 George W. Carver
- Magic Kingdom, LLC
- P.S. 135 Sheldon A Brookner
- P.S. / I.S. 323
- Bishop Sexton
- P.S. 191 Paul Robeson
- 992 Gates Avenue
- Nat Azarow Children's Center
- Saratoga - Morris Koppelman Center
- Friends Of Crown Heights 26

PUBLIC K-12

- Teachers Preparatory High School
- P.S. 268 Emma Lazarus
- P.S. 235 Janice Marie Knight School
- Frederick Douglass Academy VII High School
- P.S. 327 Dr. Rose B. English
- P.S. 091 The Albany Avenue School
- Eagle Academy For Young Men II
- P.S. 178 St. Clair McKelway
- Middle School For Art And Philosophy
- Brooklyn High School For Law And Technology
- Middle School Of Marketing And Legal Studies
- Dr. Jacqueline Peek-Davis School
- P.S. 235 Janice Marie Knight School
- P.S. 189 The Bilingual Center
- Brooklyn Collegiate: A College Board School
- P.S. / I.S. 323
- P.S. 135 Sheldon A. Brookner
- Ronald Edmonds Learning Center II
- Mott Hall Jr.
- P.S. 189 The Bilingual Center
- East Brooklyn Community High School
- P.S. 040 George W. Carver
- P.S. 770 New American Academy
- P.S. 028 The Warren Prep Academy
- P.S. 150 Christopher
- I.S. 392
- The Gregory Jocko Jackson School Of Sports, Arts And Technology
- P.S. 156 Waverly
- P.S. 191 Paul Robeson
- P.S. 178 Saint Clair McKelway
- New Heights Middle School
- Gotham Professional Arts Academy
- Jhs 252 & Playground

- P.S. 398 Walter Weaver
- P.S./I.S. 137 Rachel Jean Mitchell
- P.S. 091 The Albany Avenue School
- Brownsville Academy High School
- P.S. 178 Saint Clair McKelway
- Mott Hall Bridges Academy
- East Flatbush Community Research School
- P.S. 219 Kennedy-King
- P.S. 309 The George E. Wibecan Preparatory Academy

COMMUNITY SCHOOLS

- East Flatbush Community Research School
- Brooklyn Collegiate: A College Board School
- Diversity Learning Center, Inc.
- P.S. 284 Lew Wallace
- P.S. 284 Gregory Jackson Community School

PUBLIC LIBRARIES

- Brownsville Library
- Stone Avenue Library
- Saratoga Library

Service Providers

- Neighbors Together Corporation
- Because Everyone Deserves Shelter

FOOD KITCHENS AND PANTRIES

- St. Anthony Baptist Church
- Community Services Housing Development Corp.
- Fort Greene Hugh Gilroy Senior Center
- Brooklyn Faith SDA Church
- New Creation Outreach Center
- Neighbors Together
- St. James Holiness Church
- Society of St. Vincent de Paul
- Brownsville SDA Temple
- Triumphant Full Gospel Assembly
- Christian Fellowship SDA Community Svcs FP
- Church of Praise and Worship God in Christ
- Christian Fellowship SDA Community Svcs-S.K.
- Glover Memorial BC/Bread of Life Soup Kitchen

- Unity Faith Outreach
- Mt. Zion Church of God 7th Day
- The Hope Center Development Corporation
- Mt. Hebron Church of Christ

Some assets contain duplicates, which represent multiple locations under one asset

- Crown Heights
- Fenimore-Lefferts
- Garvey (Group A)
- Tilden
- Howard
- Howard Avenue
- Howard Avenue-Park Place
- Sterling Place Rehab (Saint Johns-Sterling)
- Sterling Place Rehab (Sterling-Buffalo)
- Sutter Avenue-Union Street
- Tapscott Street Rehab
- Fha Repossessed Houses (Group I)
- Fha Repossessed Houses (Group IX)
- Prospect Plaza Phase II
- Ralph Avenue Rehab
- Prospect Plaza Phase I
- Reid Apartments
- Rutland Towers
- Fha Repossessed Houses (Group III)
- Fha Repossessed Houses (Group IV)
- Fha Repossessed Houses (Group V)
- Brevort
- Brown
- Brownsville
- 104-14 Tapscott Street
- Ocean Hill-Brownsville
- Van Dyke I

Neighborhood Institutions

COMMUNITY BASED ORGANIZATIONS

- VETS Inc
- We Care Community Outreach
- Thorpe Family Residence
- Tolentine Zeiser Food Pantry
- Transfiguration Food Pantry
- United Yes We Can, Unidos Si Se Puede, Inc.
- The Hope Center Development Corporation
- The Legacy Center Community Development Corporation
- The Resource Center For Community Development, Inc
- Taurus Associates, Inc.
- Teen Challenge Inc.
- The Harding Ford Vision, Inc.
- Macedonia Community Development Corp.
- Made in Brownsville
- Neighbors Together
- Brownsville Health Action Center

COVID-19 BLACK CLERGY ACTION PLAN

CONTRIBUTION TO QUALITY OF LIFE IN BLACK COMMUNITIES

Choose Healthy Life: Black Clergy Program will work with the local United Way as a partnership of black churches to raise community awareness of COVID 19, and to connect individuals to testing, contact tracing, and the reduction of the spread of the virus

This section will help you set goals, milestones, and outcomes for your church as you work on the ground to expand access to COVID-19 testing and vaccines in your community. It will also introduce you to the Race For Equity Results Based Accountability framework.

ABOUT THIS TOOLKIT

BUILDING YOUR COMMUNITY SOLUTIONS ACTION PLAN (CSAP)

This toolkit will help you to create your own plan to execute the Choose Healthy Life strategy to address COVID-19 in your community. It contains guided prompts, community health and demographic data, outreach templates, and other materials needed to strengthen your networks and execute your plan on the ground.

SERVICES & SUPPORT

What services and support does your church already provide?

What does your community need that you are not already providing?

SECTION TITLE

14

COMMUNITY ASSET MAPPING

Community asset mapping is the process of identifying and illustrating the people, places, and experiences that make up a community. Power mapping can help you identify and evaluate community assets – the people, places, organizations, institutions, and people – everything that makes a place powerful.

Why do we map assets?

- Inventory community resources
- Display useful information in an organized format
- Facilitates strategic decisions + advocacy

What do asset maps look like?

- Excel grid
- Map
- Process diagram

What issues can asset mapping address?

FOOD SECURITY
TRANSPORTATION
UNEMPLOYMENT
ECONOMIC OPPORTUNITY
EDUCATION
ANOTHER

SECTION TITLE

15

REPORT TITLE

WHAT MAKES A COMMUNITY STRONG?

INSTITUTIONS

- Neighborhood associations
- Religious institutions
- Cultural institutions
- Healthcare organizations
- Admin groups
- Businesses and merchant associations
- Social service agencies
- Hospitality and clinics
- Libraries
- Schools
- Colleges and universities
- Newspapers

INDIVIDUALS

- Authors
- Artists
- Elected officials
- Local chamber and journals
- Religious leaders
- Teachers
- Union leaders

REINFORCERS

- Public spaces
- Schools
- Public transit
- Food banks/services
- Access to good jobs

EXERCISE: ASSET MAPPING

Identify resources in your community

SECTION TITLE

16

- Click the photo to the left to be directed to the template.
- Click File > Download > Microsoft Excel
- Save the file to your computer and open
- Click "Enable Editing" to modify the template

Outreach Strategies from Community Solutions Action Plans: Communication

- Leafletting on busy intersections, subway stations
- Door to door outreach in housing developments (public, affordable, supportive and senior housing)
- Flyer distribution through local businesses and community partners (centers, food pantries, public housing)
- Church Social media channels: Facebook, emails blasts, Instagram, Tik Tok and Clubhouse
- Text blasts (Plentiful and other group texting platforms)
- Phone banking and voicemail messages
- Partner with Local media on education stories
- Produce Covid-19 Education video to be shared through the church/email/social media
- Weekly digital health sessions for target populations
- Leveraging school-based partnerships (public schools and childcare facilities)
- Local elected officials and political leaders
- Establish partnerships with local service providers and organizations to engage their participants (case managers, senior centers, fraternities, sororities, political and social clubs, recipients of social services, and emergency food programs.)

Communication + Awareness

- Social media campaign to support the CHL initiative
- Focus groups to help design population specific messages
- Toolkits for LUWs
- Data driven messaging

NEARLY HALF OF ALL COVID INFECTIONS ARE TRANSMITTED BY PEOPLE WITHOUT ANY SYMPTOMS



STOP THE SPREAD, GET A FREE TEST
VISIT CHOOSEHEALTHYLIFE.ORG

GET TESTED EARLY

GET A FREE COVID-19 TEST

GET TREATED EARLY

CHOOSEHEALTHYLIFE.ORG

GETTING TESTED OFTEN HELPS TO STOP THE SPREAD



GET A FREE COVID-19 TEST
LEARN MORE AT
CHOOSEHEALTHYLIFE.ORG

CHOOSE
HEALTHY
LIFE

We intend to achieve the following key objectives:

INFRASTRUCTURE

Establish in our churches, an infrastructure of trusted health navigators to support their respective communities working in tandem with United Way

SCALE

Establish a sustainable model that can expand to address a multitude of health disparities and be replicated in other communities

AWARENESS & EDUCATION

Raise awareness and educate the Black community on COVID-19 and other health disparities

TESTING

Proactively engage the community in a COVID-19 testing campaign to reduce the spread of the virus and save lives

Outreach Strategies from Community Solutions Action Plan: Engagement

- Registration process
- In person events held with community partners (at a food pantry, at a shelter, at a community center)
- In person events held with local healthcare centers or medical offices
- Health fair
- Virtual town halls
- Offer incentives

Outreach Strategies from CSAP's: Patient Experience

- Registration process
- Mobile testing in community hot spots with limited access to testing
- Monthly testing events at the Church
- Monthly vaccine events at the Church
- Monthly testing events held with community partners
- Vaccine events held with community partner
- Testing events at FQHC's
- Testing pop up sites at schools

Performance Measures

The local UW chapters would each have some responsibility for (1) recruiting churches in their community to join the campaign (2) creating an educational campaign related to the pandemic and (3) training member churches, their program staff, and their public health navigators. As such the performance measures for each participating UW chapter are:

United Way Partners and their activities

Educational campaign

Trainings (teachers)

- Local United Ways
 - # of churches onboarded
 - # of churches reporting capacity being built by support from LUW
 - Type of capacity support provided by LUW
 - % of Black Church Public Health Navigators participating in ongoing CHL learning
 - Total # of weekly reports submitted to UWNYC on time (weekly and monthly)
 - % of weekly reports submitted on time

DATA SOURCE 1

The next data source would be each participating church. Below, we list the activities that they are expected to undertake. These include: (1) education campaigns to inform the public about their activities; (2) trainings that are conducted by each church for all the personnel who will be involved in the program's operation; (3) using social media as a tool to engage the general public in shaping public perceptions of the pandemic and of getting tested, vaccinated, and participating in community efforts to provide support for the ill; (4) offering testing and, if possible, vaccine distribution efforts; and (5) using surveys and other data collection instruments for assessment and evaluation efforts.

Churches

Educational campaign

Trainings

Social media activity

Number of testing event hosted by each church

Number of surveys deployed post event (testing, zoom webinar etc.)

- % of survey responses indicating increased awareness around COVID-19
- % of people receiving a follow-up within 48 hours
- # of people who participated in a testing who received a follow-up
- # of referrals to testing services (add how this is tracked)
- Number of referrals provided to other testing sites (in-case the church doesn't have on-going testing)
- # of referrals to supportive services
 - Number of referrals provided to individuals who may need to be under quarantine (and self-report it)
 - Type of support requested.
 - % of people who were referred to other supportive services and reported receiving the services

DATA SOURCE 2

Finally, and most important, are efforts to gather data on program participants. These include (1) those who attend and participate in program events, and (2) those who are tested, vaccinated, or otherwise surveyed to learn how respondents have been individually impacted by the pandemic. Where possible, if participants can also be linked to testing results and to assessments of their personal health, that would be ideal. Listed below are data sources for participants as well as the types of data that we hope to gather.

Participants

Surveys

- Evaluation of church events
- Reactions to testing events
- Reactions to vaccination events
- Clinical Results (i.e. infected, hospitalized, dead, etc)
- Health history (i.e. comorbid conditions? risk for mortality? General health?)
- General Demographics (i.e. Where do people live? Gender? Age?)

DATA SOURCE 3

ACTION PLAN

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Community Solutions Action Plan – Partner Engagement

- Resolve to Save Lives to provide training, resources and ongoing technical assistance
- National Black Leadership Commission on Health and the Balm in Gilead will develop and conduct community outreach and education
- Dr. Robert Fullilove, Columbia University Mailman School of Public Health – conducting analysis and evaluation



Thank You!

Chat & Share

How has your United Way partnered with local leaders to have meaningful engagement and connect with residents? What strategies have you used? How has it worked?

Poll 2

Our United Way uses stories and data in our community engagement efforts to create shared understanding about historical and current inequities

United Way of Central Maryland's Journey



United Way
of Central Maryland

In 2008, we set two simple, but major goals:

- 1. Address basic needs**
- 2. Be an efficient, effective & trusted fundraiser**

Aspen Institute Race Card Project

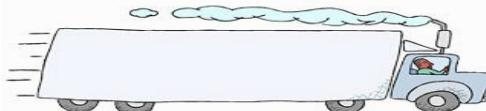
2010

Peabody Award-winning Race Card Project™ founded by former NPR Journalist Michele Norris.

The goal was to access the stories, people and threads that make up our complex cultural landscape and then to engage Americans to talk across difference, race, inclusion and identity. We sought to share that knowledge and those lessons to activate and inspire change, engage people to talk across difference and examine the deeply entrenched narratives that define or confine communities.

2010

- Sourcing
 - Contract Growing
 - Farm Expansion
 - Gleaning
- Distribution
 - Transportation
 - Refrigeration & Storage
- Access & Affordability
 - Education
 - Evaluation
 - Access to Public Benefits



2-1-1



In 2012, Family Stability was born



In 2014, Ben Center was acquired



Vision: An ever-expanding circle of security around children, families, schools, and communities

Mission: To provide proof of concept that schools as resource hubs can strengthen children, families and communities

Value Proposition: To realize our vision and mission, we listen to individuals and agencies, identify their strengths and needs, and use evidence-based programs and services to build a network of partnerships designed to increase personal and corporate capacities

Ben Center Components:

United Way Family Center



Onsite at Ben Franklin H.S. - supports pregnant and parenting teens with care for infants and toddlers in consistent, reliable environment that allows parenting teens to continue pursuing their education, promotes bonding and teaches parenting skills



Workforce Development

Provides BFHS graduates and community members with job readiness skills: GED classes, resume writing, mock interviews, financial literacy and job placement services



Ben Center Components:



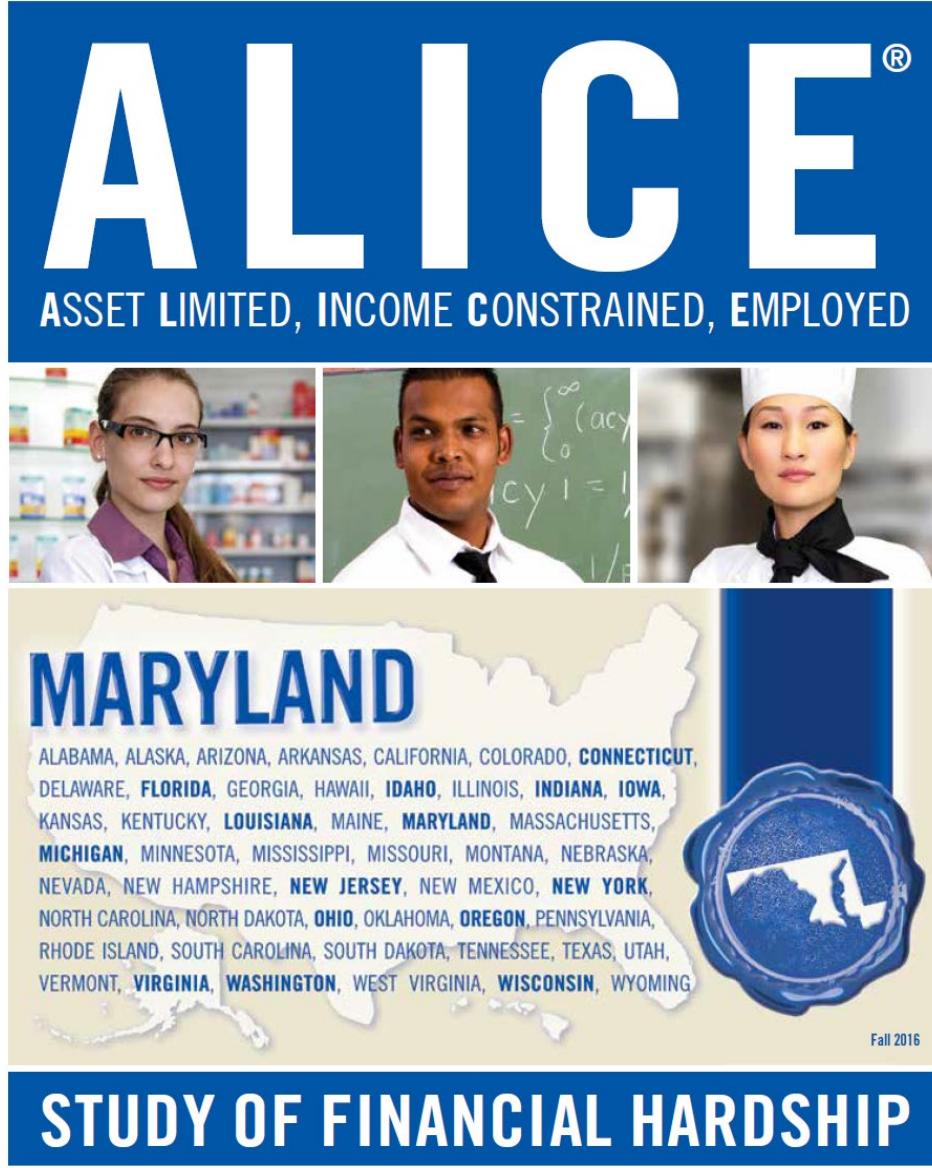
Mental Health Program

Provides a range of mental health services to students and community members: individual and group interventions, tracks and helps improve student attendance and manages cases on student support teams

Family Stability Program



Helps local families stay housed, supports them so their children may remain in their current school and provides additional tools to maintain self-sufficiency via case management, community workshops and financial assistance



The United Way ALICE Project

Raising awareness and resources
for low-income earners
as we seek
to sustain & scale
family stability work

Launched 1.9.17



ONE THOUSAND VOICES

2018

What Do Residents and Community-Based Leaders Want?



- **Propel Neighborhood Livability, Social Climate, Children & Youth Development**
- Increase capacity of others
- Co-create solutions
- Develop learning communities
- Accelerate learning & outcomes

WHAT TOMORROW HOLDS

Summary of Our 2020-2025 Strategic Plan

WHO WE ARE

United Way of Central Maryland is a source of hope and help for communities across our region.

We promote equity, create opportunity, and improve lives—and we do it more effectively every year.



United Way
of Central Maryland

UNITED WAY PROGRAMMING AND PARTNERSHIPS

BRIDGING NETWORKS

2-1-1*** • Case Management Certificate Program • Data and Research Collection • Project Homeless Connect • United Way Ben Center • Neighbors United • Ride United with Lyft• Public Policy/Advocacy • Volunteerism



EDUCATION

- United Way On Track 4 Success
 - Anne Arundel County
 - Baltimore City
- United Way Family Center
 - Ben Center South
 - Ben Center West*
 - Family Center Howard County*



EMPLOYMENT

- Docket for Homeless Persons**
- Veterans Treatment Court**
- SNAP E&T
- AFL-CIO Pre-Apprenticeship
- ALICE Report
- Benefits Cliff Report*



HEALTH

- FISH Project
- Pantry on the Go
- Healthy Little Cooks
- MAP - Maryland Access Point
- Dental Clinics
- Vision Clinics
- FamilyWize



HOUSING

- Homelessness Prevention
- Shelter Diversion
- Rental Connections Program

* New program

** Spanning multiple categories

*** Includes targeted programming:

- Tax Preparation
- Flu On-Call
- Utility Assistance
- Better BedRest (high risk pregnancy)
- Mental Health and Substance Use

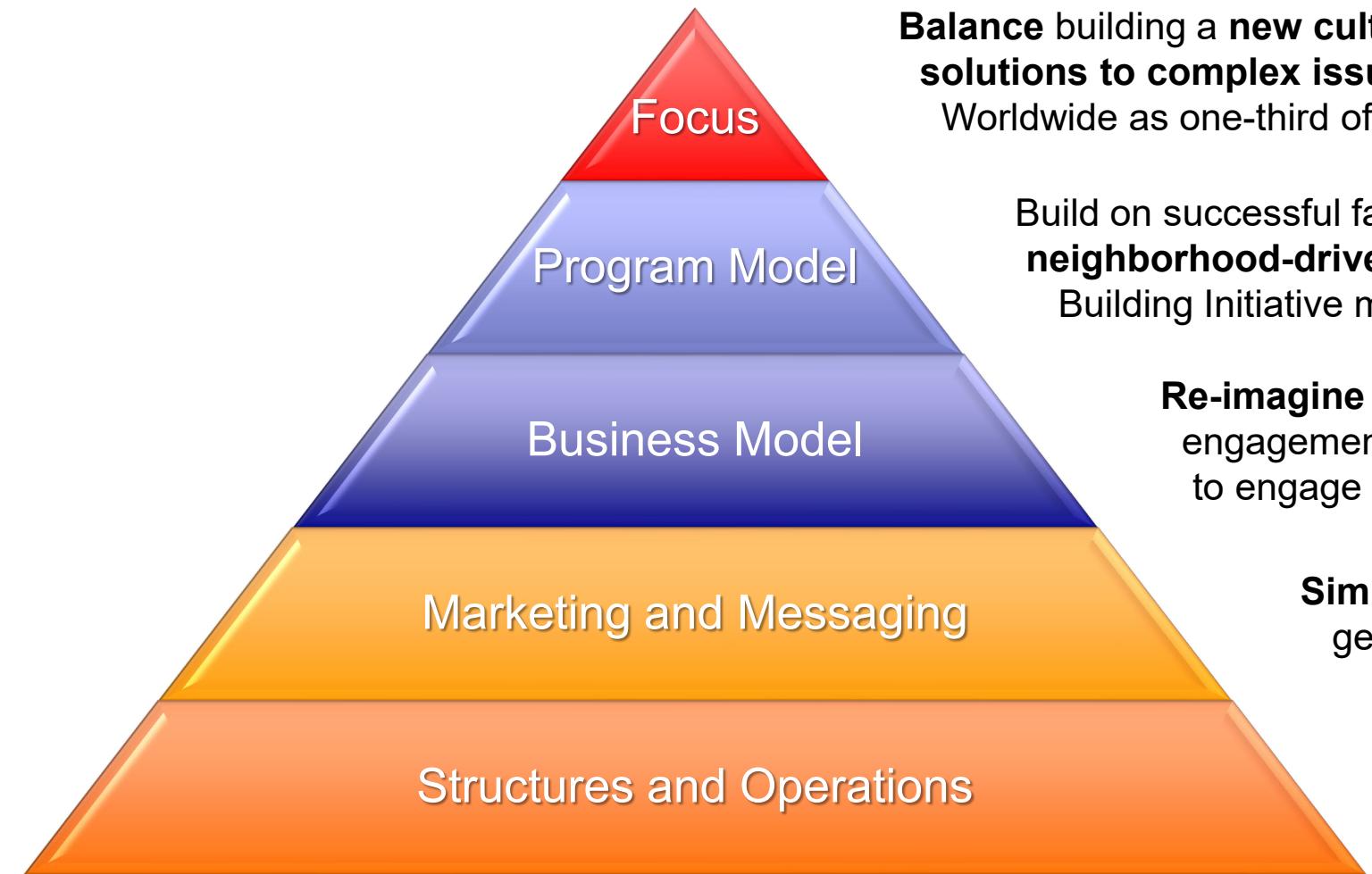
BE PROUD, BUT LOOK FORWARD...TIME FOR REVOLUTION

- Baby Boomers, loyal donors, retiring
- 80M Millennials entering leadership roles
- Everyone wants customization
- Employers have new CSR priorities, higher expectations
- While our prescriptive family stability model is heralded as a best practice, empowerment models can drive better results
- ALICE* ranks swelled in Maryland: 35% to 38%



* Asset Limited Income Constrained Employed

CONSIDERATIONS FOR TRANSFORMATION



Balance building a **new culture of philanthropy and incubating/accelerating solutions to complex issues of poverty**. Know when to align with UW Worldwide as one-third of revenue is from cos. headquartered elsewhere.

Build on successful family stability work, but **move from prescriptive to neighborhood-driven, community-centered model**; tap Community Building Initiative model from CA that expands Ben Center approach.

Re-imagine “B-to-B” approach to focus on employers’ CSR, engagement and talent priorities. Develop “B-to-C” approach to engage next generations, leveraging digital platforms.

Simplify marketing and messaging – Ignite passion; get help to refresh image, reframe communications

Ensure alignment to new direction; launch work with boards, committees and staff. Prep for organization’s digital transformation.



RISING TOGETHER

We excel at connecting compassionate individuals to causes they care about.

Now, we are applying that collaborative spirit to work more closely with those we serve – **amplifying the power of local leaders** to drive change while **helping our supporters achieve their philanthropic goals**

UNITED WAY TRANSFORMATION: 2020-2025

From Evolution to Revolution...



GOAL 1

Innovate and Accelerate Our Impact on Central Maryland Families, Meeting the Greatest Needs With the Most Impact, as Quickly as Possible - **Reduce Number of Those Living as ALICE***

GOAL 2

Be the Champion and Trusted Advisor for Employers and Individuals Who Want to Make a Difference, Re-imagining Philanthropy and Volunteerism Throughout the Region

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* Asset Limited Income Constrained Employed

Building a Movement

Fueling Dreams
Pathways to Progress



- Amplify efforts of community members to drive change in their neighborhoods.
- Build a powerful alliance of committed and involved supporters to ensure that we succeed

FUNDAMENTAL BELIEFS

1. **Thriving communities** are filled with healthy, financially stable families who are empowered as **masters of their own destiny**. Education, employment, housing and health are the essentials of family stability, yet different people have different needs.
2. There are **powerful leaders everywhere** — from under-resourced neighborhoods to well-resourced boardrooms; **leadership** from the ground up is the only way to effect real social change.
3. Our strengths as a **convener, collaborator and intelligent knowledge source** are the core of our transformation.
4. Employers and policymakers have a unique opportunity to give back to their communities.
5. We can increase our effectiveness by becoming more **innovative, data-driven and outcomes focused**.

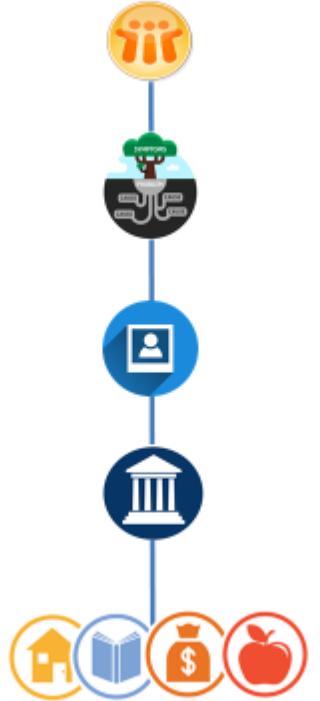
Start with the Community. Listen.

Convene. Get to Root Causes.

Propel "Ground-Up" Leadership.
Build Capacity of Partners.

Engage Employers, Individuals,
Policymakers

Invest in Essentials of Stability

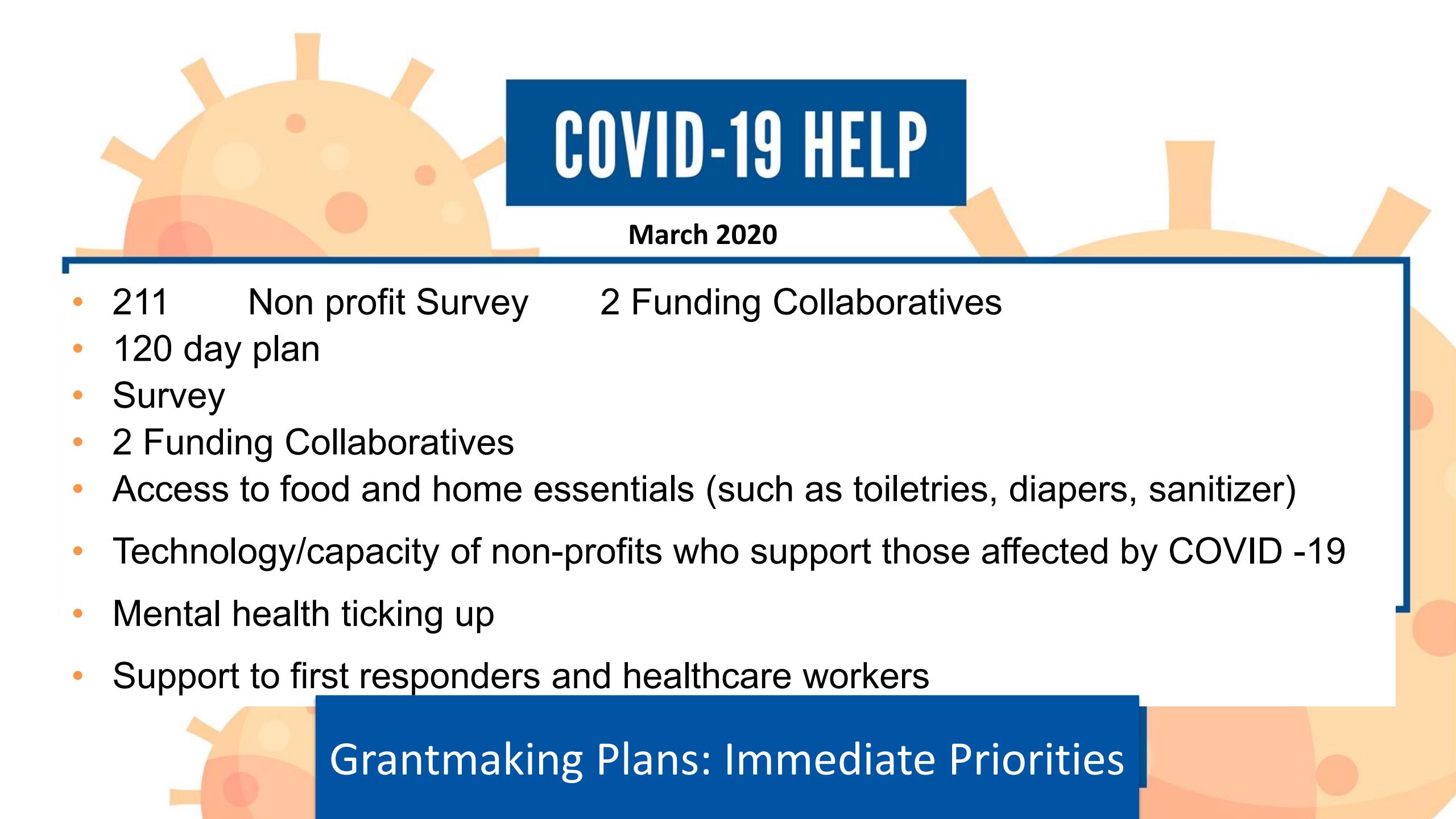


Change must happen.

Our Commit To Outcomes:



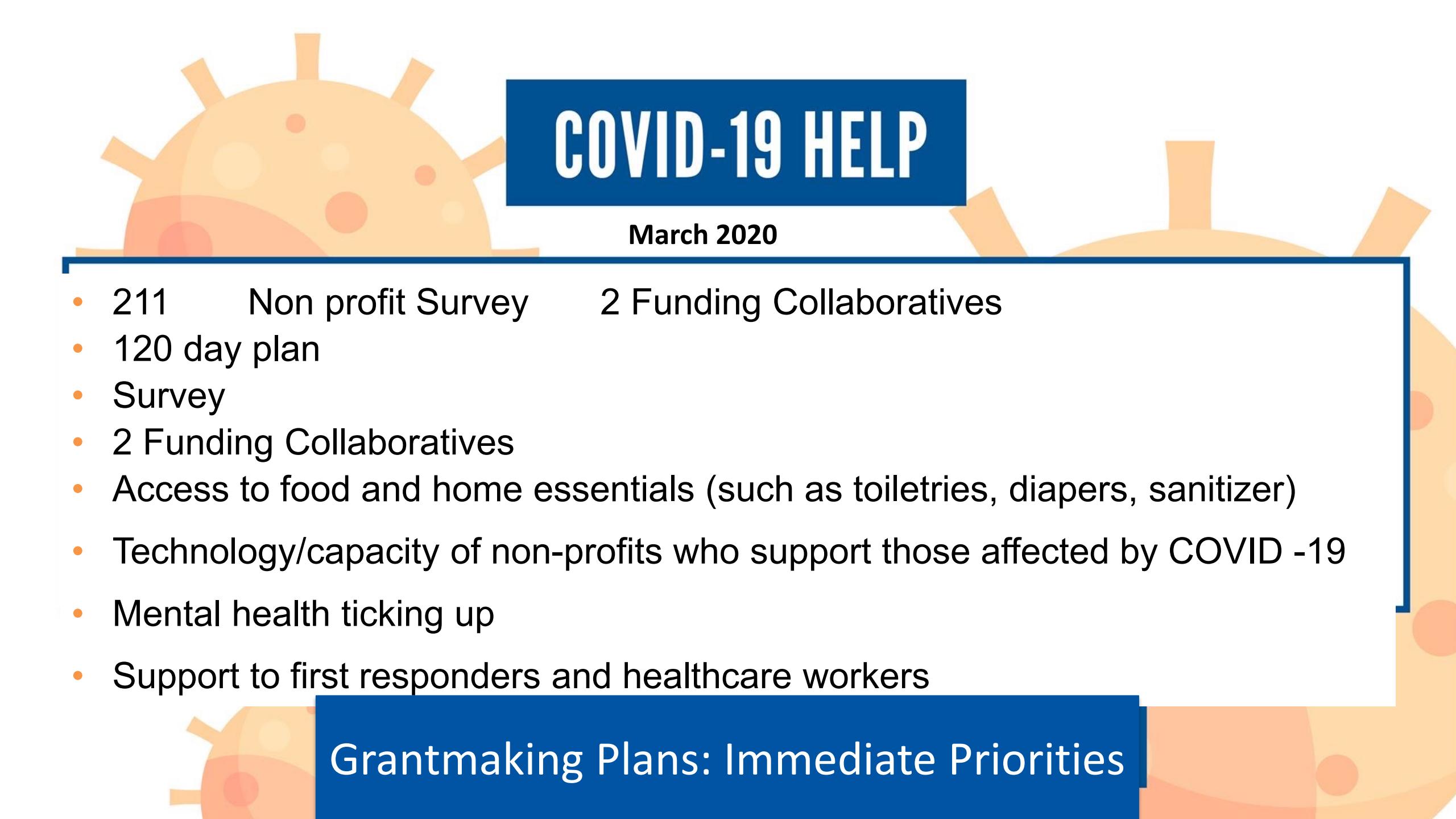
- **Create and Adopt Equity Statement**
- **Adopt UWW Equity Framework**
- Engaging communities to create & lead solutions for their most pressing challenges
- Removing barriers to help decrease the number of ALICE residents
- Building strong multi-generational affinity for United Way and engaging more young people to participate and support our work.
- Developing more effective and robust corporate engagement programs and partnering with employers to create, implement, track and measure social change initiatives
- Fostering an innovative, efficient and effective UnitedWay that meets the needs of today's communities, individuals, corporations and funders

A stylized illustration of a yellow COVID-19 virus particle with orange spikes and dots, positioned behind the title banner.

COVID-19 HELP

March 2020

- 211 Non profit Survey 2 Funding Collaboratives
- 120 day plan
- Survey
- 2 Funding Collaboratives
- Access to food and home essentials (such as toiletries, diapers, sanitizer)
- Technology/capacity of non-profits who support those affected by COVID -19
- Mental health ticking up
- Support to first responders and healthcare workers

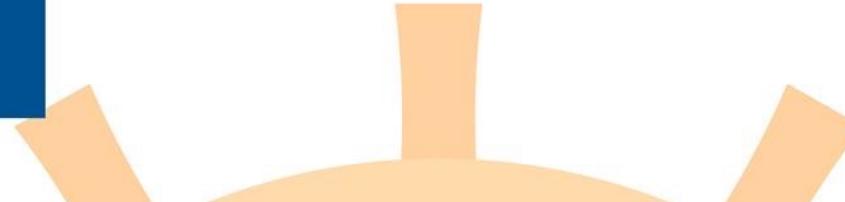
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Grantmaking Plans: Immediate Priorities



COVID-19 HELP

Summer 2020

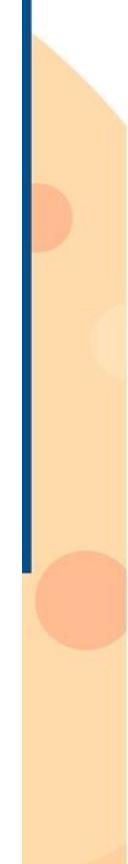


Guiding Principles

Response investments will reflect UWCMs commitment to advance **equity, diversity, inclusion and access** in our communities.

Communities/populations marginalized (communities of color and concentrated poverty) will be prioritized

HOUSING, HOUSING, HOUSING



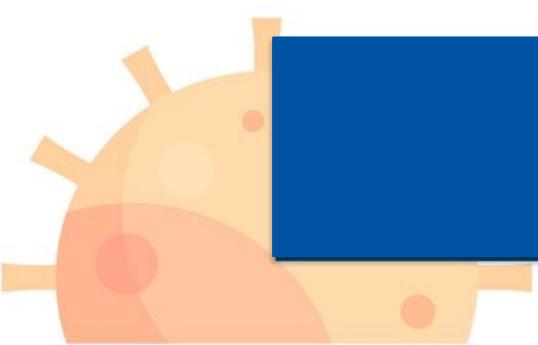
Respond, Recover, Rebuild



COVID-19 HELP

Fall 2020

- 211
- 12 month plan
- Housing, housing, housing
- Technology/capacity of non-profits who support those affected by COVID -19
- Mental health becomes great need
- Get people to testing/vaccines

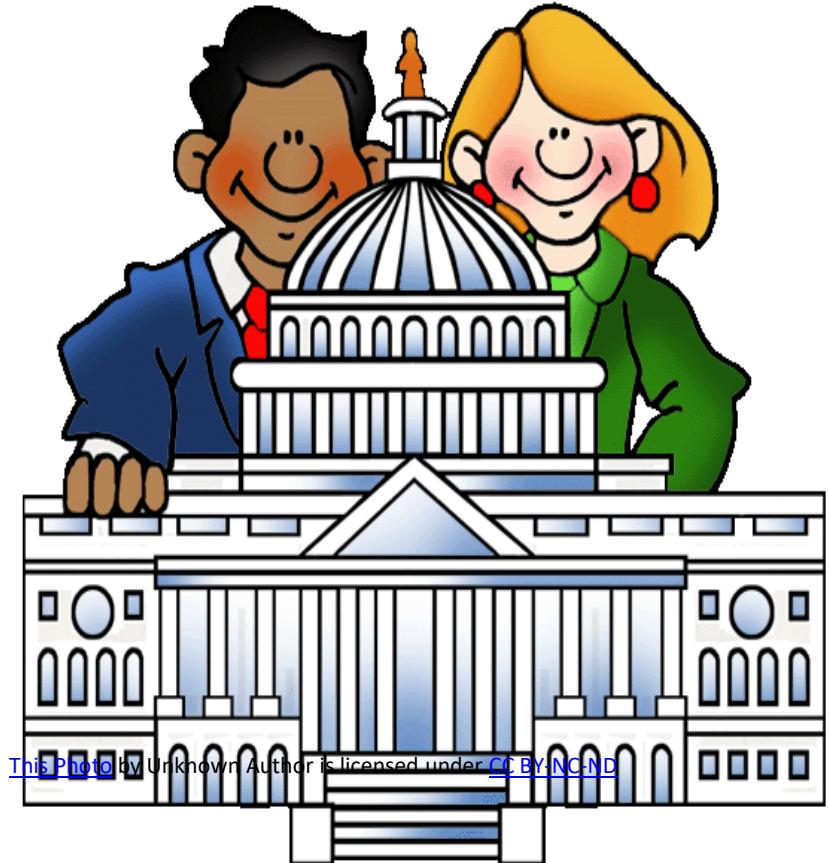


Respond, Recover, Rebuild

Advocacy & Public Policy

2020

- ✓ Public Policy Committee
- ✓ Engaged Firm
- ✓ Success:
CARES Act
ERAP
SNAP E&T



[This Photo by Unknown Author is licensed under CC BY-NC-ND](#)

Six Levers Assimilated

ACCELERATION INSTITUTE COMPONENTS



TECHNOLOGY

CARES, SPC, 211, etc.

DATA

Maryland Longitudinal Data, ROI, dashboards, etc.

RESEARCH & ANALYSIS

ALICE, Benefits Cliff, use of PhD candidates

CAPACITY BUILDING

Grant writing workshops, case management certificate, internships, CIL, fiscal sponsorship, accreditations, etc.

ACCELERATION INSTITUTE GOALS

REDUCE

systemic
barriers

PROMOTE

long term and
immediate
innovative
solutions

PROVIDE

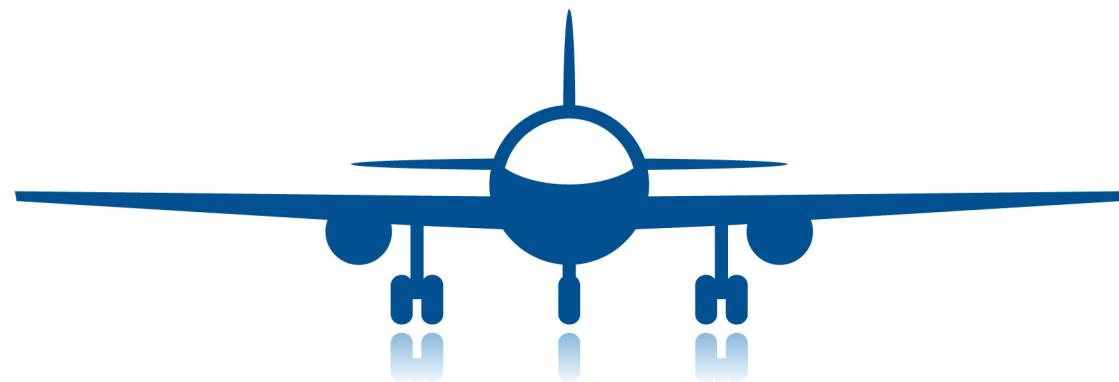
data for
informed
decision-making

**INCUBATE,
MONITOR, PROMOTE**

and fund best
and promising
practices

SERVE

as a conduit
to networks
and resources
to **CO-CREATE**
solutions





THANK YOU! QUESTIONS?



United Way
of Central Maryland

Chat & Share

How has your United Way used stories and data to engage residents about equity? Has it impacted your Community Impact agenda?

Poll 3

Our United Way has mapped relationships, institutions, and organizations in our community to understand local power dynamics, the landscape, and the cultural context that in which we are operating

LIVE UNITED

Discussion/Q&A

Please ask your questions via chat.

Coming Soon...

United Way's Equity Website

- Stay tuned for more details via Breakfast in the coming weeks...



Please Register!

Nurture a Diverse, Equity-Minded
Board (April 7, 1pm ET)

WE UNITED

Thank You!

Please take our brief survey